Food Insecurity in an Anthropogenic Age: An Analysis into How Consumer Demand Will Shift during Crisis Events

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Theoretical Framework

Evolutionary Psychology Perspective:
- Consumers saw scarcity as a threat to their livelihood and stockpiled resources in the event of potential long-term shortages.
- In response, consumers engaged in various extreme purchasing.

Participants

- Survey designed in Qualtrics.
- Administered via Amazon Mechanical Turk.
- Participants paid $1.00 for taking survey.
- Sample size of 197 participants
- Between the age of 18-65.
- Must be citizens of the United States.

Impacts

- The severity of climate events may not appear to be impacting the global food supply chain.
- Even when there is a shortage, the rate at which goods are restocked are relatively fast.
- Additionally, such topics like climate change's impact on food supply, may not be covered by their media outlet of choice.

Current Results

- perceptions of food insecurity were higher in the food insecurity present condition as compared to the absent condition based on ANOVA results.
- There is no difference between perceptions of food scarcity and insecurity between urban and rural areas.
- Consumers did not perceive climate change to impact the availability of fresh foods; however, consumers perceived climate change to be an issue.

Research Questions

- How consumers in urban and rural areas respond to food insecurity caused by crisis events such as global warming and pandemics.
- If consumers will shit from traditional grocery outlets to local food outlets.
- How far consumers are willing to travel for food.

Methods

- experimental design: one-factor, two level between-subjects design – 2 (food insecurity: present vs. absent) – with participants randomly assigned to each condition.

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